

ALTRA

給雙腳五星級的家
ROOM FOR YOUR FEET



品牌簡介 Brand Overview

ALTRA始創於2009年美國猶他州，品牌名稱源自拉丁語「ALTERA」，有「改變」和「復修」之意。與其他跑鞋品牌不同的是，ALTRA致力解決大眾和跑步愛好者的痛點，讓大家享受舒適的腳步同時遠離傷患。

ALTRA was founded in Utah, USA, in 2009. The brand name originates from the Latin word "ALTERA," meaning "to change" and "to repair". Unlike other running shoe brands, ALTRA is dedicated to solving the pain points of the general public and running enthusiasts, allowing everyone to enjoy comfortable footsteps while staying away from injuries.

適用受眾 Target Audience

痛點人群

People with Pain Points

拇指外翻
Hallux valgus (Bunions)
足底筋膜炎
Plantar fasciitis
下背傷患
Lower back injuries
膝蓋傷患
Knee injuries

普羅大眾

General Public

戶外工作
Outdoor workers
久站或長時間步行
People who stand or walk long time
長者(平衡力不足)
Elderly with insufficient balance
小童(有助雙腳自然發展)
Helps Children feet grow natural

跑手

Runners

追求自然步姿
Natural running posture
希望改善運動表現
Improve athletic performance
超長跑運動員
Ultramarathon runners
腳掌需要充足空間
Feet need space

品牌核心技術 Core Technology

FootShape™寬闊鞋頭 FootShape™ Roomy Toe Box

ALTRA標誌性FootShape™寬闊鞋頭設計，依照腳形製作鞋楦，預留空間讓腳掌放鬆伸展，避免腳趾受到擠壓，為雙腳提供穩定性，令行走跑步時能更順暢地向前推進發力。

ALTRA's signature FootShape™ roomy toe box design uses a shoe last crafted according to the shape of the foot. It reserves space for the foot to relax and stretch, prevents the toes from being squeezed, provides stability for the feet, and enables smoother forward propulsion during walking or running.

一般跑鞋 Normal Shoes

空間較窄，腳掌受擠壓

Narrower space, squeezing the foot



ALTRA跑鞋 ALTRA Shoes

空間充足，讓腳掌放鬆

Wider space, allowing the foot to relax

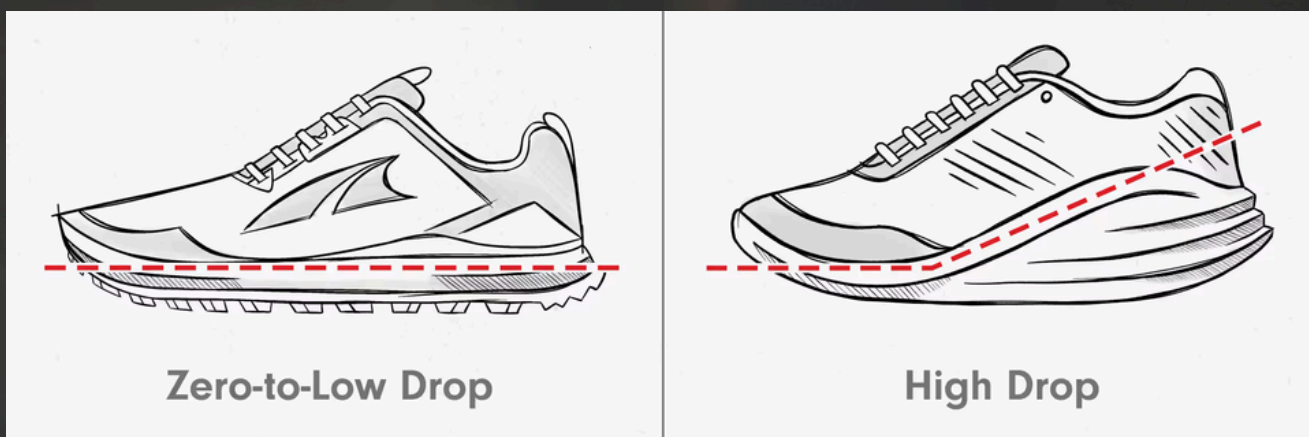


品牌核心技術 Core Technology

Balanced Cushioning™ 平衡緩衝

大部份跑鞋的鞋跟與前掌厚度均有一定足跟差，ALTRA則以**零落差/低落差**概念造鞋，鼓勵用家**模擬人類赤足狀態**下步行或奔跑，回歸自然步姿**減少對膝蓋和下背的衝擊，避免傷患**。

Most running shoes have a certain heel-to-toe drop between the heel and the forefoot thickness. ALTRA, however, manufactures shoes based on a **zero-drop/low-drop** concept, encouraging users to **simulate walking or running barefoot**. This helps users return to a natural posture, **reducing the impact on the knees and lower back to avoid injuries**.



2026重點鞋款 (越野跑)

2026 Key Shoe Models (Trail Running)



OLYMPUS 6

- 極致緩震與保護
Ultimate cushioning and protection
- Vibram全能抓地
Vibram all-around grip
- 最寬敞的鞋楦空間
The roomiest shoe last space



TIMP 6

- 緩震與輕量平衡
Balance of cushioning and lightweight
- 公路山徑全能適應
All-around for roads and trails
- 精準包覆充足空間
Precise wrapping with wide space



EXPERIENCE WILD 3+

- 4mm足跟差
4mm heel-to-toe drop
- 弧形滾動幾何
Rocker shape geometry
- 輕巧靈活強效抓地
Lightweight, flexible, grippy

2026重點鞋款 (路跑)

2026 Key Shoe Models (Road Running)



FWD VIA 2

- 頂級厚底緩震
- Premium cushioning
- 4mm 溫和足跟差
- 4mm heel-to-toe drop
- 最寬敞的鞋楦空間
- The roomiest shoe last space



EXPERIENCE FLOW 3

- 輕量化與推進力
- Lightweight and propulsive
- 輕鬆及高強度均可
- Suitable for different intensity
- 充足鞋內空間
- Ample space inside the shoe



TORIN 8

- 經典零落差
- Classic zero drop
- 適用場景廣泛
- Suitable for wide range
- 回彈緩震兼顧
- Balances rebound and cushioning